

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



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Reserve

# **Your MARKETS have MOVED**

**ARE YOU ON THE BEAM?  
HAVE YOU MOVED YOUR BUSINESS  
TO THE NEW MARKETS?**



**WAR FOOD ADMINISTRATION  
WASHINGTON 25, D.C.**

Before the war, food distribution was adjusted to food consumption--like this...

FOOD SUPPLY  
POPULATION  
MARKET AREA



A



B



C



D

But, if we follow prewar precedents, ignoring population shifts, we shall have a picture like this...

FOOD SUPPLY  
POPULATION  
MARKET AREA



A



B



C



D

Use available FACTS to meet the new situations...

FOOD SUPPLY  
POPULATION  
MARKET AREA



A



B



C



D



# IT'S GOOD BUSINESS

If you look at the wartime food distribution picture from a purely business angle, you'll see that it will pay to avoid overstocking customers in areas of lowered population.



Where population has shifted away don't let war-necessary food lie idle in overstocked stores. Sales will be slow next year.



Revise your quotas upward where population has increased. Keep your business dynamic, your food where it will do the most good.

# IT'S PATRIOTIC

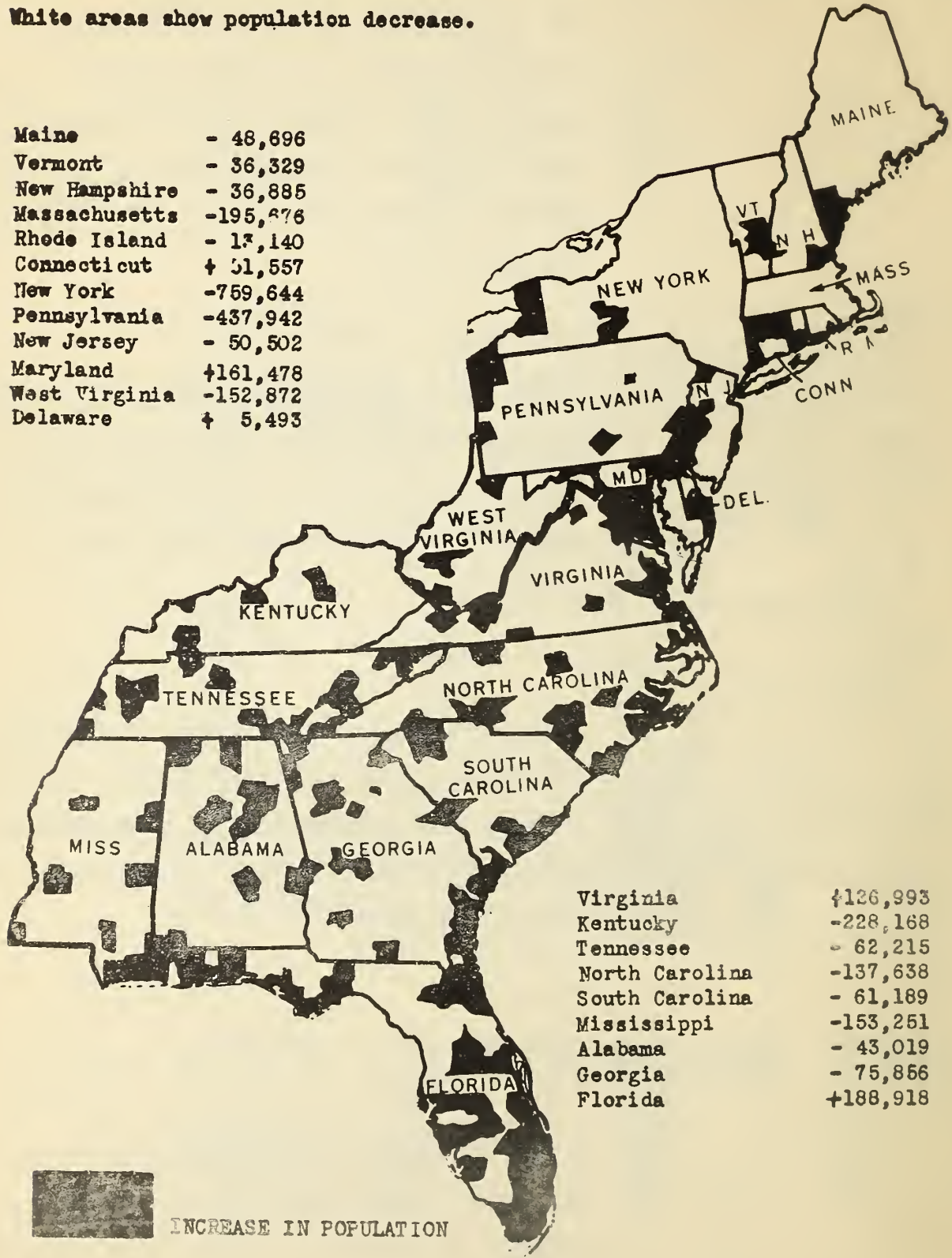
Adjust your business to war needs. See that your product goes where it will do the most good.

# LOOK AT THESE MAPS...

Black areas indicate counties which have shown a population increase since 1940.

White areas show population decrease.

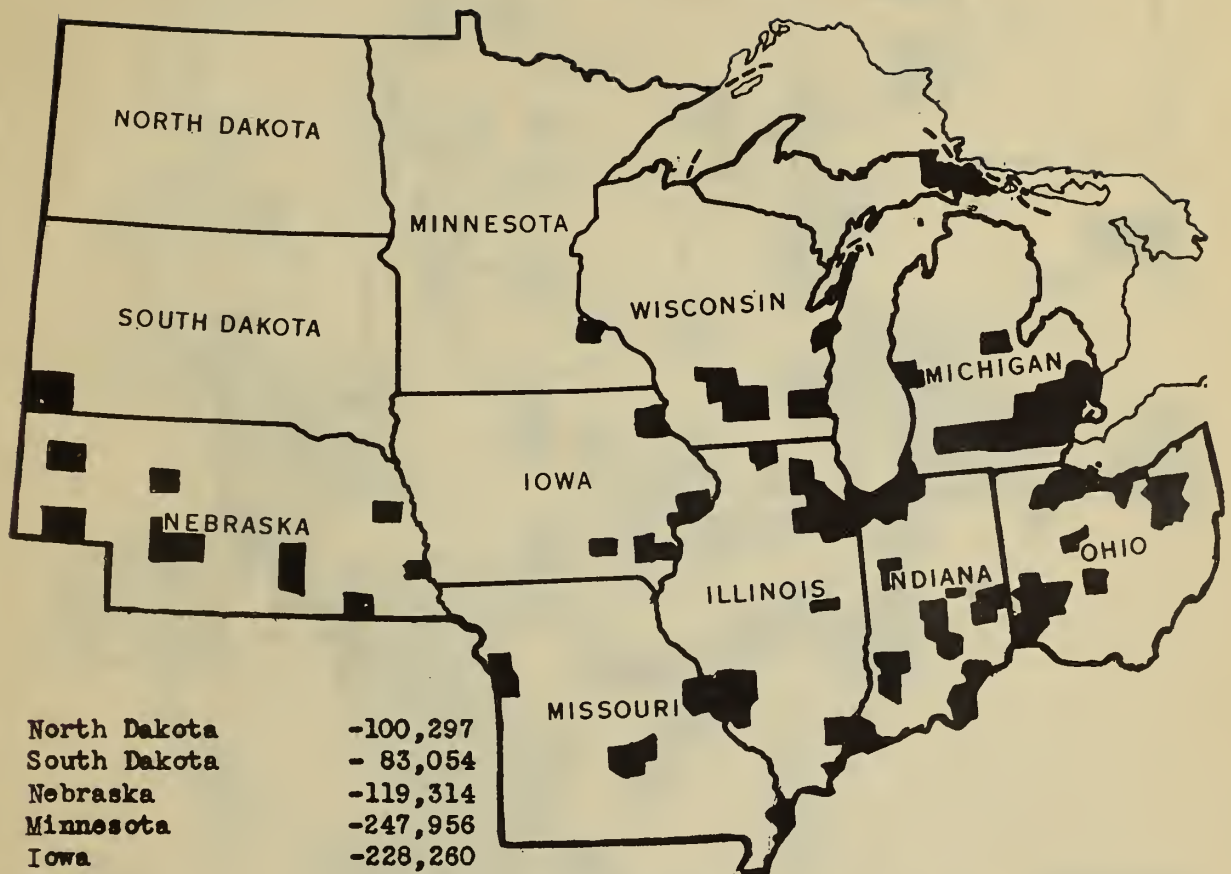
Maine	- 48,696
Vermont	- 36,329
New Hampshire	- 36,885
Massachusetts	-195,876
Rhode Island	- 17,140
Connecticut	+ 51,557
New York	-759,644
Pennsylvania	-437,942
New Jersey	- 50,502
Maryland	+161,478
West Virginia	-152,872
Delaware	+ 5,493



Virginia	+126,993
Kentucky	-228,168
Tennessee	- 62,215
North Carolina	-137,638
South Carolina	- 61,189
Mississippi	-153,251
Alabama	- 43,019
Georgia	- 75,856
Florida	+188,918



INCREASE IN POPULATION

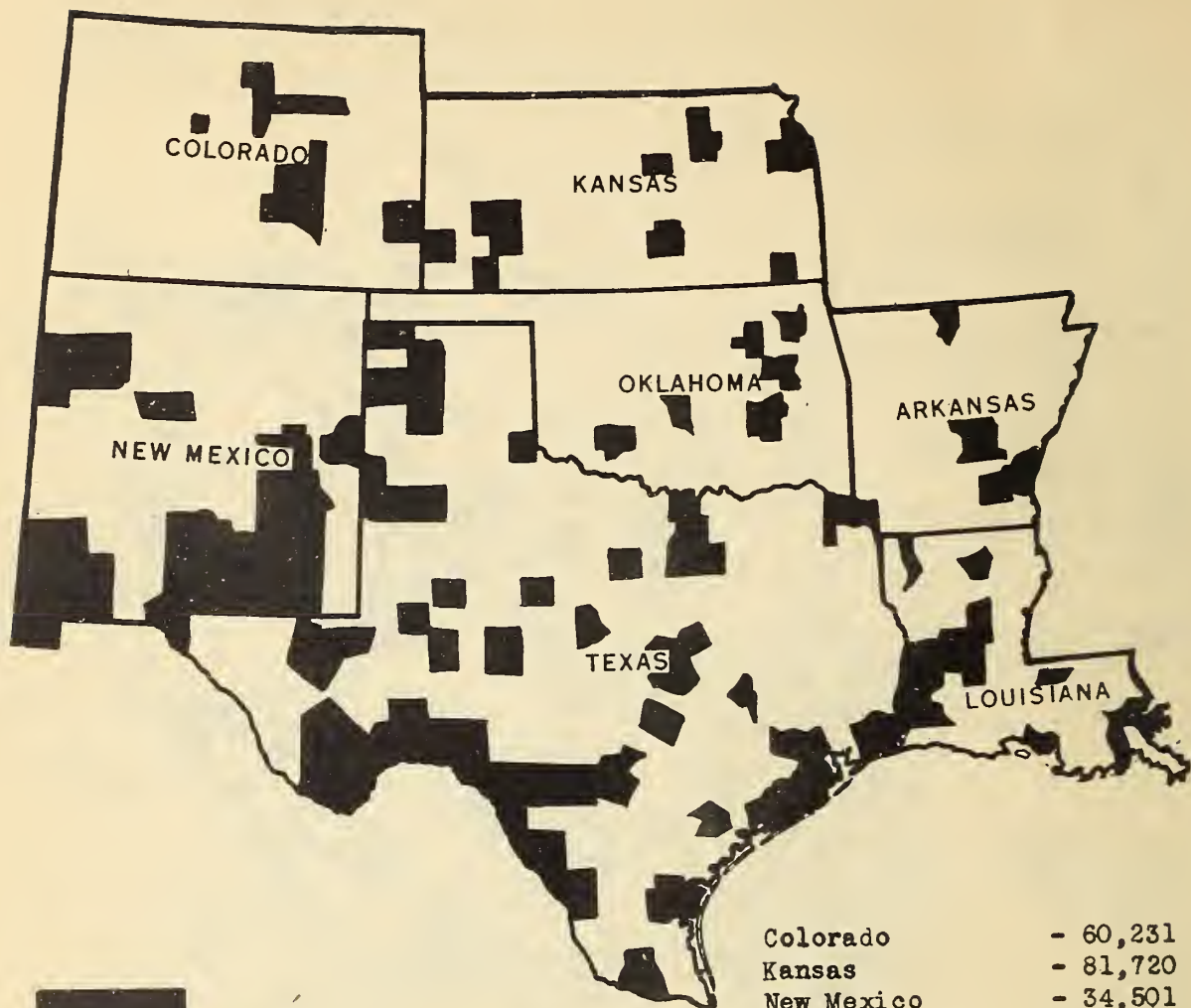


North Dakota	-100,297
South Dakota	- 83,054
Nebraska	-119,314
Minnesota	-247,956
Iowa	-228,260
Missouri	-207,932
Wisconsin	-180,244
Illinois	-259,315
Michigan	+ 31,671
Indiana	- 27,441
Ohio	- 82,402



INCREASE IN POPULATION





INCREASE IN POPULATION

Colorado	- 60,231
Kansas	- 81,720
New Mexico	- 34,501
Oklahoma	-228,998
Texas	- 40,412
Arkansas	-131,444
Louisiana	- 19,173





Washington	+129,112	Nevada	+ 27,924
Oregon	+ 64,208	Utah	+ 35,343
Montana	- 79,297	California	+603,163
Idaho	- 57,242	Arizona	+ 81,668
Wyoming	- 12,768		

# DON'T GO BY GUESS GO BY FACTS

THEY'RE AVAILABLE NOW, *free*.

Twenty-three pages of state by state, county by county facts about population shifts, counts and percentages, plus or minus.

Write to— Office of Distribution,  
WAR FOOD ADMINISTRATION,  
Washington 25, D.C. for your  
copy of "HIGHLIGHTS OF  
POPULATION SHIFTS."

## FOOD FIGHTS FOR FREEDOM



Don't send it where it can't fight.

Office of Distribution  
WAR FOOD ADMINISTRATION